

NATIONAL NETWORK OF LIBRARIES OF MEDICINE
PACIFIC SOUTHWEST REGION (REGION 7)

Pacific Southwest Regional Medical Library (PSRML)

Quarterly Progress Report

February-April 2002

University of California, Los Angeles,
Contract No. N01-LM-1-3517

Date Submitted: September 9, 2002

TABLE OF CONTENTS

	PAGE
A. NETWORK PROGRAMS.....	1
B. OUTREACH PROGRAMS.....	7
APPENDIX A: New Network Member Letter and Application.....	13
APPENDIX B: Regional Advisory Committee Meeting Minutes.....	16
APPENDIX C: Consumer Health Fields in DOCUSER.....	24
APPENDIX D: Outreach Reporting Forms.....	32
APPENDIX E: Exhibit Reports.....	49
APPENDIX F: Los Angeles Times Article, February 19, 2002: UCLA Library: A Home for the World's Collective Knowledge.....	61

**Quarterly Progress Report
National Network of Libraries of Medicine, Pacific Southwest Region
February-April 2002**

A. NETWORK PROGRAMS

1. Providing health professionals with a basic level of information services
 - Several libraries in the Pacific Southwest Region joined the beta test for LinkOut to SERHOLD data. Julie Kwan promoted the experimental service, fielded questions, and provided assistance to these network members throughout the quarter. Libraries participating in the experiment are very excited about being able to link seamlessly to journal holdings information from article level results in PubMed.
 - A new page on the PSRML web site—"Need an Article?"—will help us in consulting with health professionals and members of the general public who are looking for Loansome Doc or other document delivery providers. (The page is linked through the Quick Links on our home page.) PSRML no longer maintains a regional listing of Loansome Doc providers and now relies entirely on this new page and the Find a Library search.
 - Loansome Doc service is offered by 207 libraries in the Pacific Southwest Region.
2. Assessing the needs of health science libraries
 - Julie Kwan attended two meetings of Kaiser Permanente librarians to learn more about their concerns and to give presentations and demonstrations of LinkOut and PubMed's Cubby. She visited the Southern California librarians on February 13, 2002, and the Northern California librarians on March 1, 2002.
 - Julie Kwan visited the RAND Library in Santa Monica, California, on February 22, 2002. RAND conducts considerable health care research. The Library is an Affiliate Member but had not been a DOCLINE participant. Consequently, the Library had difficulties borrowing materials from NLM. As a result of this visit, the RAND Library is now an active DOCLINE participant, currently as a DOCLINE Borrow-Only Library. RAND Library staff are delighted with web delivery and with the speedy response they are getting from NLM and Resource Libraries.
 - Cheryl Bartel began a ten-week internship with PSRML. A second year student with UCLA's Department of Information Studies, Cheryl will be developing PSRML web site content for geographic resources. Our intention is to improve PSRML staff understanding of the areas we serve as well as to provide tools to assist network members in developing outreach programs for their communities. Julie Kwan is supervising Cheryl's internship. During the quarter, Cheryl scheduled interviews with each PSRML staff member to learn about our areas of responsibility and about which web sites have been most useful.
 - Andrea Lynch and fellow students from the UCLA Department of Information Studies observed PSRML operations and interviewed staff for their class on Special Libraries and

Information Centers. The students were able to attend several NN/LM teleconferences during their team project.

- Kay Deeney and Julie Kwan attended the annual meeting of the Hawaii-Pacific Chapter of the Medical Library Association in Honolulu on April 12, 2002. The speaker at this meeting was Michael Homan, Past President of the Medical Library Association. This meeting offered an opportunity to learn about local conditions and issues and to strengthen relationships with these network members. Two PSRML workshops were offered in conjunction with this meeting (see II.3).
- Julie Kwan visited several Primary Access Libraries in Hawaii on April 15, 2002: Tripler Army Medical Center Library, Kaiser Permanente Library, and St. Francis Medical Center Library. On April 16, 2002, she met with staff of the Hawaii Medical Library to discuss funding opportunities, particularly PSRML outreach opportunities.
- Kay Deeney visited University of Hawaii at Manoa, Public Health Library, and Hawaii Medical Library on April 15, 2002.
- On April 16, 2002, Julie Kwan met with Cathy Wasem, Senior Public Health Advisor, Office of Pacific Health and Human Services, US Public Health Service, and Robert Tucker, Executive Director of the Pacific Islands Health Officers Association (PIHOA) to discuss health information needs in the US-Associated Pacific Islands.
- Kay Deeney participated in an RML teleconference with outreach and education coordinators on the topic of an advanced PubMed workshop.
- The following videotapes and audiotapes circulated to network members during the quarter:

Videotapes/CD-ROMs/DVDs:

MLA: *Sync or Swim -- Managing the Flood of PDAs in Health Care* – 8

MLA: *The Effects of E-Journals on your Library* – 2

Libraries, Copyright and the Internet – 3

Copyright in the New Millennium – 3

Audiocassettes:

Medical Library Association 2001 Annual Meeting and Exhibit – 12

3. Managing the NN/LM network membership program for the region

- Membership certificates were mailed March 1, 2002, to 317 libraries that were the first respondents to our membership renewal drive. Along with the certificate we included a PSRML mouse pad. Of the formally renewed members, 271 are DOCLINE participants, who are Full Members, and the remaining 46 are Affiliate Members. This represents a 51% renewal rate of our region's members for the initial part of this program. We began a follow-up project that will continue into the next quarter.
- According to DOCUSER, Region 7 has a total of 632 Network members: 230 Affiliate and 402 Full members. We recently changed the membership status of all non-DOCLINE participants to Affiliate.

- PSRML received applications from two public librarians as a result of the NN/LM recruitment effort at the annual meeting of the Public Library Association in March 2002. Both were contacted for additional information, but neither responded. One possible explanation is that the applicants thought they would become members as individuals. PSRML has suggested that in the future the application form indicate clearly that the library is the NN/LM member, not the librarian.
 - The web-based application for Affiliate Membership was redesigned to include only essential DOCUSER fields. This was based on the membership application form developed for NN/LM use at the Public Library Association meeting, with the addition of the form of name for the membership certificate.
 - PSRML is considering several options for including public libraries in the Pacific Southwest Region as members in the NN/LM. Since California alone has several thousand public libraries, it may not be reasonable to pursue individual membership for each. At the outset, we will target membership for each state library and possibly for each library district. We will also target public libraries in underserved areas. Enhanced mapping capabilities in the future may help us make decisions regarding strategy and approach.
 - We continued a number of small projects to improve DOCUSER data. These included adding county information where none existed and editing records for public libraries to include the new “public” Library Type.
 - Julie Kwan presented a lecture entitled “Health Sciences Librarianship” on February 21, 2002, to UCLA Department of Information Studies course, IS 421 (Special Libraries). The lecture included discussion on NLM, NN/LM, PSRML, MLA, health care industry issues affecting health sciences libraries, and hospital librarianship. We hope lectures such as this will assist in the recruitment of health sciences librarians and improve the outlook for staffing in our region.
 - PSRML filled requests from 91 network members for NLM promotional items for use at health professional training in PubMed and other NLM resources, community health fairs, open house events, to commemorate National Library week in April, National Doctor’s Day, the UC Davis Festival of Miracles, book sales and to add to individual library consumer health collections. (See also section B.2., for more on network member outreach to public libraries as part of National Library Week.)
 - The new booklet, *Guide to NIH HIV/AIDS Information Services*, was promoted on the regional listserv and added to the promotional items request page. Replacement stock for *Health Hotlines* was ordered from NLM’s Specialized Information Services; this has been a popular item our promotional items request page.
4. Implementing the Regional Document Delivery Plan
- Julie Kwan began exploring background issues that will affect the ultimate implementation of the Electronic Funds Transfer System (EFTS) in the Pacific Southwest Region. The first issue examined was sales tax policies. Minutes of earlier meetings were also reviewed to gain a better understanding of issues involved in EFTS.

- PSRML is encouraging electronic delivery of interlibrary loans among network member libraries. However, many members were still confused about what electronic delivery means or how it is accomplished. Because of this, we approached an IT expert to write an article for the next issue of *Latitudes* on the mechanics of electronic document delivery.
- Andrea Lynch has continued her very successful one-on-one consulting with network members on DOCLINE; 6 orientations were performed via telephone during the quarter.
- During this quarter, PSRML staff participated in one NLM DOCLINE teleconference.
- There are currently 375 SERHOLD contributors in the Pacific Southwest Region.
- There are two new DOCLINE participants: RAND Library in Santa Monica, California (CAUGKU), and Argosy University/Honolulu Library in Hawaii (HIUGXC).
- These 2 DOCLINE libraries closed this quarter: Beckman (CAUBII) and Arizona Area Health Education Centers/Lane Johnson (AZUZFG).
- PSRML completed 111 DOCLINE routing table approvals during the quarter.
- There are 27 library groups, including those that are cross regional, recognized in the DOCLINE system. There was one new Library Group added to our region in April: SHLN - Sutter Health Library Network.
- There were 18 requests for DOCLINE holds processed during the quarter.
- Seven libraries were added to the FreeShare Library Group in DOCLINE during the quarter, for a total of 83 FreeShare library group members in this Region.
- There is a grand total of 915 FreeShare library group members in the U.S. and Canada.
- The following chart shows DOCLINE participation in the Pacific Southwest Region:

<i>Location</i>	<i>SERHOLD Contributors</i>	<i>Borrow-Only DOCLINE</i>	<i>Total Participants</i>
Arizona	42	7	49
California	302	18	320
Hawaii	15	1	16
Nevada	11	2	13
Pacific Basin	5	0	5
Regional Total	375	28	403

5. Meeting responsibilities of Resource Libraries and the RML

- Resource Libraries and the RML continued to meet their responsibilities in providing basic access to health information services and supporting regional NN/LM programs and services.

6. Establishing and maintaining communications

- One issue of *Latitudes*, the PSRML newsletter, was published. The March – April 2002 issue included articles on digital health reference services, announcements of PSRML Express Outreach awards and NLM Internet Connection Grants, an update on membership, and a summary of the PSRML report at the Joint Meeting of Medical Library Groups of Northern California and Nevada and Southern California and Arizona, along with several brief announcements.
- PSRML web usage summary statistics are:

Month	Visits	Page Views
February 2002	6,996	55,365
March 2002	7,690	58,349
April 2002	7,059	57,653

New web services during the quarter included the “Consumer Health Library Directory,”¹ “Hospital Librarian’s Guide to LinkOut for Libraries,”² “Need an Article?,”³ and “PSRML Express Outreach Awards.”⁴ Michael Miller developed a web-based news item posting form on the PSRML Intranet; all PSRML staff can now create and submit news links directly to the news box on the web site front page.

Web usage statistics were incorrectly reported for the previous quarter; the correct figures for November 2001 – January 2002 appear below.

Month	Visits	Page Views
November 2001	8,261	53,997
December 2001	7,970	82,693
January 2002	7,379	56,589

7. Consulting with the Regional Advisory Committee

- The PSRML Regional Advisory Committee met at UCLA on April 23, 2002 (see minutes in Appendix B).

8. Obtaining feedback from users and recommending ways of improving information access

- Julie Kwan, Alan Carr and Kay Deeney attended the workshop, “Measuring the Difference,” sponsored by PSRML and taught by Cathy Burroughs from the NN/LM Outreach Evaluation Resource Center, on April 24, 2002, the day following the PSRML RAC meeting.

¹ nnlm.gov/hip/chdir

² nnlm.gov/psr/hl_linkout.html

³ nnlm.gov/psr/ld

⁴ nnlm.gov/psr/outreach_award_info.html

- Heidi Sandstrom has continued to represent PSRML in working with the Public Health Information Subcommittee of the Arizona Turning Point project. She attended the February 25, 2002, meeting and met with Rhian Evans of Arizona Libraries for the Future on March 15 to develop a needs assessment survey of Arizona public libraries.
 - Via listserv messages, PSRML encouraged network libraries to participate in the Medical Library Association benchmarking survey.
9. Providing a computer-equipped training facility
- The training facility was used by the following groups: UCLA School of Medicine, Dean's Office; UCLA School of Medicine, Pharmacology Department; UCLA Biomedical Library, Reference Division; the Biomedical Library, Louise Darling Staff Development Committee; and PSRML staff.
 - Michael Miller installed the Microsoft Office 2000 operating system on the training facility workstations.
10. Conducting or participating in needs assessments and testing of NLM and NN/LM products and services
- PSRML provided feedback on DOCLINE, MEDLINEplus, and other NLM services during the quarter.
11. Promoting NLM-sponsored grants
- PSRML staff provided consultation to libraries and organizations writing proposals for the NLM Internet Access to Digital Libraries Grants RFA. This new RFA was promoted via the regional listserv. PSRML also provided assistance during the quarter to applicants for NLM Information Systems Grants.
12. Following up on NLM funded grants in the region
- PSRML distributed the NLM RFA on Scalable and Wireless Information Infrastructure Applications in Healthcare to potential applicants.

B. OUTREACH PROGRAMS

- PSRML announced the regional Express Outreach Awards, with an initial two rounds of funding (application deadlines of March 29, 2002, and June 28, 2002); we anticipate making up to eight awards for up to \$6,000 per award. The web-based application form includes a short questionnaire on the project objectives and activities, target audience, and applicant data; a qualifications checklist; and a budget form.
- Heidi Sandstrom attended the April 19, 2002, meeting on Native American outreach in Salt Lake City. Convened by the Midcontinental Region RML, the meeting brought together RML staff from four regions, staff from resource libraries in the Four Corners, and Tribal Connections project personnel for the purpose of networking and planning collaborative outreach.
- Elaine Graham met via teleconference on March 13, 2002, with David Bodinhamer and Karen Frederickson at the new NN/LM Mapping Center, University of Indiana, to provide input on regional needs and the center's initial requirements document.

1. Outreach to Health Professionals

- Julie Kwan presented a lecture entitled "Keeping Current with the Literature" to Epidemiology 411 (Research Resources in Epidemiology) on March 13, 2002. This graduate-level course is offered through the UCLA School of Public Health. The lecture featured tools and techniques on keeping up to date such as PubMed's Cubby.
- PSRML hosted the Children's Environmental Health Satellite Teleconference on March 21. Faculty from the UCLA School of Nursing and students from the Pediatric Nurse Practitioner program attended this conference, along with Heidi Sandstrom. Unfortunately, they were unable to view the satellite broadcast because of technical problems at the facility; tapes of the broadcast were subsequently sent to these attendees. A copy of the videotape was added to the PSRML network lending collection as well.

2. Consumer Health Information Services

- PSRML enlisted the participation of network members to promote NLM electronic resources to public libraries. They enthusiastically responded to our call to visit their community public libraries during National Library Week, April 14-20, 2002. Over the course of one month, 53 Network members requested NLM and NN/LM health information materials and promotional items to distribute to diverse groups of community partners. Requests came from throughout the Pacific Southwest Region. One network member located in Korea, the Medical Library of the 121st General Hospital, US Army, shared these special comments about his goals for the week:

"We intend that the items be offered for the library users to promote health information access. And this special program on National Library Week will be carried out to provide high quality information services to providers in this Army command base."

- In addition to reaching out to their community libraries, NN/LM members also held Library open houses at their respective medical centers, hosted health fairs, and celebrated National Doctor's Day (March 30, 2002) and Special Librarians Day (April 18, 2002).
- In total, PSRML distributed over 10,000 items, including NIH *Health Hotlines* booklets, MEDLINEplus bookmarks, NLM and MEDLINEplus pens, HealthInfoQuest postcards, MEDLINEplus posters, and MEDLINEplus screen swipes. All requests for health information materials were filled, free of charge, from orders submitted to our PSRML promotional items website.⁵
- In December 2001, PSRML received an outreach project proposal from the Arizona Health Sciences Library, University of Arizona: "Health Information for Arizona's Tribal Nations." This project was included in the PSRML proposal for use of NN/LM Year 1 unexpended funds, submitted in January 2002. Consideration of unexpended funds requests took place in April, and after discussion with the National Network Office, PSRML requested that AHSL modify the budget, schedule and scope of work to reflect the anticipated level of available funding. PSRML expects to be able to make an award in the next quarter so that AHSL will be able to begin the planning phase of the project by July 1, 2002.
- Julie Kwan attended a session on health literacy at the American Medical Association's Leadership Conference in Century City, CA, on March 9, 2002; there she met staff from California Literacy, a newly-launched literacy program.
- On March 26, 2002, Heidi Sandstrom met with Christina Mayberry, a graduate student at UCLA's Department of Information Studies to talk about consumer health information resources and services, and the role of NLM and the NN/LM in enhancing public access to health information. Ms. Mayberry will be interning at a Los Angeles County public library during the 2002 Spring Quarter.
- On April 15, 2002, Elaine Graham and Heidi Sandstrom met with Patrick Newell, Systems Librarian at California State University, Fresno, to hear his ideas for enhancing public access to local health information in the Central Valley of California. We will be following-up on possible funding avenues for this outreach project.
- Heidi Sandstrom and Nancy Press facilitated the Consumer Health Coordinators Teleconference on February 12, 2002. Heidi drafted a proposal for consumer health fields in DOCUSER that was distributed prior to the teleconference, presented and

⁵ http://nnlm.gov/psr/promo_items.

discussed at the teleconference, and then forwarded with comments to the DOCLINE Interface Review Team (see Appendix C).

- Work continued on the foreign language consumer health digitization project, although competing priorities did not allow as much progress as planned.
3. Training to Support Electronic Access to Health Information (See Outreach Reporting Forms in Appendix C for additional details on location and attendance.)
- Julie Kwan and Kay Deeney presented two PSRML workshops in conjunction with the Hawaii-Pacific Chapter of the Medical Library Association annual meeting in Honolulu: “Introduction to Consumer Health Information” and “Making PubMed Work for You.”
 - PSRML offered two workshops at the joint meeting of the Association of Independent Information Professionals (AIIP) and Southern California Online Users Group (SCOUG) in Long Beach: “Introduction to Consumer Health Information,” taught by Heidi Sandstrom, and “Making PubMed Work for You,” taught by Kay Deeney.
 - Training sessions were conducted at two public library sites in the Cascade Pacific Library Network region this quarter: Chico and Redding. The portable LAN was used for the demo/hands-on portion of the training.
 - PSRML and the Northern California and Nevada Medical Library Group co-sponsored a workshop, “Developing Database-Driven Content for Your Web Site,” March 22, 2002, taught by Brian Westra.
4. Exhibits and Presentations at Meetings
- PSRML exhibited at the National AIDS Update Conference in San Francisco, March 20-22, 2002. Network members Doug Varner, California Pacific Medical Center, and Clair Kuykendall, University of California, San Francisco, volunteered to assist in staffing the booth.
 - Network member volunteers at the National Science Teachers Association Convention, March 27-31, 2002, were Judy Bube, University of Irvine; Jennifer Reiswig, University of California, San Diego; and Dominique Turnbow, UCLA graduate student.
 - Network member volunteers at the Primary Medicine Today West 2002, Conference & Exhibition April 4-6, 2002, were Judy Bube, Science Library, University of California, Irvine; Mary Linn Bergstrom, Biomedical Library, University of California, San Diego; Dennis C. Ritchey, Kaiser Permanente Drug Information Service, Downey.
 - On March 13-15, 2002, Heidi Sandstrom and Kay Deeney assisted NLM with exhibiting at the Public Library Association’s Ninth National Conference in Phoenix, Arizona. Kay presented Network Membership, and Heidi developed and presented ClinicalTrials.gov at the “NLM Theater.” Heidi participated in a panel presentation, “Public Libraries and Medical Libraries: A Partnership for the Health of It!” along with co-presenters Becky Lyon, Peggy Hull, and Florence Jakus (presentations and handout are on the web⁶).

⁶ <http://www.pla.org/conference/conf02/friday.html>

5. Technology Awareness and Integration

- Andrea Lynch has created LinkOut icons and in some cases uploaded icons to our web space to assist six member libraries in participating in LinkOut for Libraries. Some hospital libraries found that the timeline for their institutional IT department to arrange to host the icons would be too long (several months). For one military (government) library, the icons could not be hosted because of a firewall issue and the public's inability to access the web server.
- Julie Kwan attended the Annual Research Review of the Center for Software Engineering (CSE) at the University of Southern California on March 11, 2002. Presentation topics included spiral models of software development, software architectures, and cost estimations for software projects. Involvement with the CSE has been invaluable for developing understanding of software systems.
- Kay Deeney attended the 24/7 Reference Summit in Glendale, California, and Heidi Sandstrom attended a Digital Reference Meeting at UCLA for an update on 24/7 Reference⁷ activities and software. 24/7 delivers real-time reference services over the Internet. PSRML is collaborating with the Metropolitan Cooperative Library System (MCLS) on a health reference referral project, and Kay Deeney is recruiting network members to participate in 24/7 Reference. Volunteer NN/LM network members will receive the software and attend training; they will then participate in a pilot project to accept reference questions referred from public libraries offering digital reference service. This approach follows the model successfully implemented by MCLS and the county law librarians in Southern California. NN/LM librarians in California and in Arizona have volunteered. To maintain her skills with digital reference technology, Kay continued to participate in digital reference offered by the UCLA Biomedical Library and other campus libraries. She covered a few hours answering questions in real time, and also attended some of the campus digital reference meetings.
- PSRML is also experimenting with use of the 24/7 software to answer customer service calls to the 800 number, including Loansome Doc referrals and DOCLINE assistance. The 24/7 software was found to be incompatible with DOCLINE; Kay Deeney conferred with the 24/7 programmer, who indicated a software adjustment would be needed, probably after release of the next version. DOCLINE staff also indicated willingness to work with PSRML and MCLS on this as needed, though we do not yet have specific details on the nature of the interface incompatibility.

6. Library Improvement

- Julie Kwan talked to staff at Guam Memorial Hospital Authority (GMHA) regarding the possibility of a PSRML Library Improvement Grant. GMHA, the only civilian hospital on Guam, is currently seeking a qualified librarian to manage the hospital's library. PSRML will work with the new librarian to develop an improvement program specifically tailored to the unique needs of that hospital.

⁷ <http://www.247ref.org>

7. Connections

- At the National AIDS Update Conference in March 2002, Kay Deeney spoke to representatives of several community organizations that were interested in NN/LM affiliate membership and the Internet connectivity support program.

C. OTHER ACTIVITIES

- On April 1, Alan Carr joined the PSRML staff as Health Information Services Coordinator. Even though he had not officially started in his new position, Alan attended the National AIDS Update Conference, March 20-21, 2002, and observed PSRML staff at our exhibit booth.
- Alison Bunting and Elaine Graham participated in the mid-year RML Directors Meeting held at the National Library of Medicine, March 21-22, 2002.
- PSRML was mentioned in an article about the UCLA Library by Albert Carnesale, Chancellor of UCLA, which appeared in the *LA Times* on February 19, 2002. An entry for PSRML also appears in the *UCLA in LA* community directory on the UCLA web site. (See Appendix F.)
- Elaine Graham and Alan Carr attended the annual joint meeting of the Southern California Public Health Association and the California Public Health Association-North, held April 26, 2002, in Los Angeles.
- Kay Deeney attended a lecture by Libby Stephenson of the UCLA Data Archives, presented during an epidemiology course offered by the UCLA School of Public Health.
- Elaine Graham attended the MLA/NLM Informationist Conference, April 4-5, 2002, at NLM.
- On April 5, Heidi Sandstrom participated in a UCLA Information Literacy Initiative Workshop. The purpose of this workshop was to develop objectives for the initiative's mission and goals. Heidi attended this meeting to assess the potential for PSRML participation in this campus-wide initiative.
- Changes were made to computing equipment and furniture to implement the recommendations of the UCLA ergonomics consultant who visited the PSRML office in January; the Library provided new ergonomic chairs for each PSRML staff member.